



## Corona del Mar Business Improvement District Board Meeting Minutes March 22, 2012 CdM Chamber of Commerce Offices

### **Board Members Present:**

Bernie Svalstad, Jim Walker, Scott Laidlaw and Keith Dawson

### **Board Members Absent:**

Tom Nicholson, Ali Zadeh and Tina Hoover

### **Ex Officio:**

Scott Palmer

### **Guest(s):**

Amy Senk / Ed Selich / Jim Mosher / Karen Tringali / Ron Yeo / Mark and Josette Paterson / Dan Purcell

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### **1. Call to Order at 7:38 AM/Comments**

-A quorum was in place.

### **2. Approval of Minutes**

#### **MOTION:**

Scott Laidlaw moved to approve the Minutes of the February 23, 2012 meeting as corrected . Keith Dawson seconded and Motion was approved by unanimous vote.

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### **3. Public Comments**

Karen Tringali reported having received feedback from members who elected not to renew their Residents' Association membership that the cancellation of the VIP program was a factor in their decision .

Josette Paterson of Mark Paterson Jewelry announced plans for a proposed Bridal Walk which would be held on Sunday, September 16, 2012 between 1 and 4 p.m. The event would include CDM businesses involved in all aspects of the bridal business. If successful, the event would be repeated bi-annually in March and September each year. Ms. Paterson sought BID support for the event. Bernie suggested that Ms. Paterson contact Linda Leonhard to discuss a marketing plan for the event and commented that the BID's goal would be to involve as many CDM businesses as possible in the event.

Bernie reported follow-up contact from the manager of First Republic Bank regarding the bank's request that the bus stop located in front of the bank at Goldenrod and PCH be moved due to loitering and security concerns. The bank manager has requested the BID's assistance in enlisting the City's support to contact the OCTA regarding the request. Ed Selich noted that the request should be communicated with the City's traffic engineer as the first step in the process of determining whether or not the bus stop can be moved.

**ACTION ITEM:**

Ed Selich volunteered to contact the City's traffic engineer to inquire whether or not the bus stop can be moved and, if feasible, the process for submitting the request to the OCTA .

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**4. City Council Report**

Ed Selich reported that "Roosters" operated by Wahoo's was awarded the food concession at Main Beach. He added that the City is working toward replacing the manned parking lot gate with automated parking pay stations. Ed also reported that the City's contract negotiations with the police and fire departments are continuing with resolution expected within the next few weeks.

**5. Vision Plan Update**

**Vision Plan Sub-Committee Report:**

Bernie reported that the City Council approved the proposed merged lane project at PCH and Carnation by a vote of 6 to 1. He noted that the time-line for the project was estimated to be a year and one-half or more . Bernie recommended that a request be made to the City to do re-striping and install the cones for the merge lane as soon as possible as a way of testing the impact on traffic flow. Ed suggested sending a letter to the City's Dave Kiff requesting the re-striping and coning. Bernie, Ron and Linda will compile the letter to Mr. Kiff. Jim Mosher commented that a quantitative measurement of the "before" and "after" effects on traffic flow should be documented.

**6. Revitalization/CAP Committee Report**

See Vision Plan Sub-Committee Report above.

**7. Administrative & Financial Report**

Scott Palmer presented the BID's year-to-date Profit & Loss and Balance Sheet and indicated that the BID presently has \$122,495 cash on hand but that \$40-45,000 in shared expenses is owed to the City which will reduce the cash on hand accordingly.

**MOTION:**

Bernie moved to approve the financials, Jim Walker seconded and the Motion was unanimously approved.

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## **8. Marketing**

In Linda's absence, Bernie reported that the banner announcing the Annual Town Meeting was ready for display and that invitations have been sent. He added that the Vision Plan 2020 brochure was in production. Jim Walker indicated that he had made calls to restaurant owners regarding the parking survey but that many were unavailable when he called. He indicated that he would have feedback by the next meeting

### **Annual Town Meeting:**

A general discussion of the upcoming Annual Town Meeting took place, including the need to share the expenses for the refreshments with the Residents' Association. Door prizes will be awarded again this year, including Film Festival tickets. There is a need for additional door prizes and donations are welcomed. 24 exhibitors have signed up for the event. Bernie indicated that a presentation of the merge lane will be made at the meeting.

## **9. Chamber Report**

In Linda's absence, Bernie reported that the Scenic 5K is scheduled for June 2, 2012.

## **10. Other Business**

Bernie announced that the City had issued an RFP for a "BID Administrator". Because of his interest in the position, Scott Palmer excused himself from the meeting prior to the discussion. Bernie indicated that the concept of a BID Administrator is to create an overall marketing entity that would serve all four BIDs in the City thereby reducing costs and streamlining the approval process through standardization. He noted the RFP described the need for a person or persons with marketing and administrative skills and he questioned whether both skills could be found in one person. Bernie noted that the RFP invited proposals for all or part of the BID Administrator function. It was the consensus that the very different focuses of each of the four BIDs would render standardized marketing and administration difficult. Bernie noted that the deadline for submitting proposals in response to the RFP is April 2, 2012.

## **11. Adjournment**

The meeting adjourned at 9:03 a.m.

Next meeting: April 26, 2012